

THE ROLE OF THE HIJABERS COMMUNITY IN BUILDING THE BRAND EQUITY OF MUSLIM FASHION

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Abstract

The community is essentially a place to combine common interests and thoughts that can benefit both community members as internal parties as well as external parties that working with the community itself to create a strong attachment. During interactions, the member of community allow to transfer and exchange of knowledge and experience that give positively values the members of the community itself. On the other side, existence within the community will help its members become more easily seen by outsiders as well generate trust and recognition from outsiders so as to provide confidence for their members. Regarding to the tight competition in the business world, business people look for marketing communication strategies that involve the community as a force that has the advantages of member loyalty, product knowledge and the closer relationship quality among members make the community as a party in determining image enhancement and strength a product or service brand. Hijab is one of the clothing sought by Muslim women. This is the reason for the emergence of a community or a group of Muslim women with hijab, as well as the hijab fashion trend itself which provides a significant increase in marketing and business activities. The purpose of this study is to find out and explore more deeply the role of the community in building the strength of brand Muslim fashion in the city of Bandung. This research uses descriptive qualitative method by taking data through interviews and observation to the board and members of Hijabers Bandung community. Based on the result of research, the role of Hijabers community in building the strength of fashion brand in Bandung City is as developer of involvement in social interaction, social adhesive and the essence of the brand itself.

Key Words: community, marketing communication, hijab, dress, muslim, brand

1. INTRODUCTION

The community is basically a medium to combine the common interests and thoughts that can benefit both community members as internal parties as well as for external parties working with the community itself. The community is formed from the human need to interact with others who have the same hobbies in everyday life so as to bring out a strong and deep attachment. In interaction allows the transfer and exchange of knowledge and experience that increasingly give positive value for

community members themselves. On the other side, existence within the community will help its members become more easily seen by outsiders who generate trust and acknowledgment from outsiders so as to give confidence to their members.

Nowadays, lot of the emergence of the community or collections of Muslim women hijab become trend especially among women in line with the development, fashion trend hijab itself. This provides a significant increase in various aspects of life, including in the world of marketing communications. Hijab that had been negatively impressed slowly began to widely accepted by the wider community. Thus, finally women who wear the hijab started well received in the community. Entering the millennium year, history and development of hijab in Indonesia increasing rapidly. The hijab trends begin to be known so that the hijab begins to enter into the count of fashion. Indonesia is one of the pioneers of the hijab trend in the 2000s. Until now one by one began to emerge the young designers who make hijab become popular among women and even started emerging hijabers community is a community of women who use hijab that is fashionable and in accordance with Islamic Shari'a which in today is a community that is classy and always updated in every way. (Source: [http://lifestyle.okezone.com/read/2014/11/18/194/1067409/mau-join with-hijabers-community](http://lifestyle.okezone.com/read/2014/11/18/194/1067409/mau-join-with-hijabers-community) accessed on September 8, 2017 at 13:23)

Starting from the observation of Fenny Mustafa, the founder of Zoya who discovered that the huge Muslim fashion market in Indonesia and the business opportunities for the middle class muslim, Fenny has successfully built Shafira as an upscale Muslim fashion market, building Zoya. Zoya was made to give a choice in the hijab and Muslim dress that is simple but fashionable for the middle class in 2006.

Indonesia Best Brand Award (IBBA) 2016 "held by Mars research institute and SWA magazine chose Zoya to be the best brand alias number one compared to other hijab brands such as Rabbani (second winner), Elzata (third winner), and Zahra (fourth winner). (Source: <https://swa.co.id/business-champions/brands/ibba/geliat-zoya-mengevelop-market> was accessed on September 8, 2017 at 12:05)

2. LITERATURE REVIEW

2.1 GROUP COMMUNICATIONS

Group Communications is "communication that takes place between a communicator with a communicant with a group of people who number more than two people" (Effendy, 2002: 75). Groups have self-made goals and rules and are contributing to the flow of information between them so as to create group attributes as a characteristic that is distinctive and attached to the group (Bungin, 2008: 266).

The group also has shared goals, so that the presence of each person in the group is followed by his or her personal goals. Thus, the group has two main goals, namely the goals of each person in the group and the group's own goals. Each individual goal must be aligned with the group's goals, whereas group goals must provide certainty to the achievement of individual goals. Groups also give identity to individuals, through this identity each member of the group is indirectly related to each other. Through this identity the individual exchanges functions with other individuals in the group (Bungin, 2008: 267-268).

There are four elements of the group proposed by Adler and Rodman (Sendjaja, 2002: 3-5), ie interaction, time, size, and purpose.

Interaction in group communication is an important factor, because through this interaction we can see the difference between groups with terms called coacts. Coact is a group of people who are simultaneously bound in the same activity but without communication with each other. For example, students who only passively listen to a lecture can not technically be called a group. They can be said as a group when it has started to exchange messages with lecturers or colleagues of other students.

A group of people interacting for a short period of time, can not be classified as a group. Groups require long-term interaction, because with this interaction will have characteristics or characteristics that are not possessed by a temporary set

The size or number of participants in group communication. There is no definite measure of the number of members in a group.

Objectives that imply that membership in a group will help individuals who are members of the group can realize one or more goals (Bungin, 2008: 268-269).

Role is the dynamic aspect of position (status). When a person exercises his rights and obligations in accordance with his position, he executes a role (Soekanto, 2002: 242). Roles are divided into three, namely active role, participative role, and passive role. Active role is the role given by the group members because of its position in the group as a group activist, such as administrators, officials, and so forth. Participatory roles are the roles given by group members in general to their group, the participation of such members will make a very useful contribution to the group itself. While the passive role is the passive contribution of group members, in which members of the group refrain from allowing other functions in the group to work well. (Bungin, 2008: 269-270).

2.2 ROLE OF COMMUNITY

Characteristics of communication in groups is determined through two things, namely norms and roles. Norms are agreements and agreements about how people in a group relate and behave to each other. Severin and Tankard (2005: 220, Reno, Cialdini and Kallgren, 1993) say, social norms are of two types; descriptive and command. Descriptive norms define what is generally done in a context, whereas the command norms define what is generally agreed upon by society. Both have an impact on human behavior, but command norms seem to have a greater impact. Roles include three things:

Roles include norms associated with a person's position or place in society, thereby functioning to guide one's role in community life; Role is a concept of what an individual can do in society as an organization;

Roles also concern individual behavior that is important for the social structure of society (Soekanto, 2002: 244)

Social interaction is a relationship between individual one with another individual in which individual one can influence other individual so there is mutual relationship (Bimo Walgito, 1990). While Soekanto (1997) defines social interaction as a relationship between people per person or with human groups (Dayakisni, 2009: 105).

According to S. Sargent, social interaction essentially views social behavior always within the framework of groups such as structure and function in groups. Thus, the individual's social behavior is seen as a result of group structure, such as the behavior of the leader or the behavior of the individual who functions as a member of the group. Meanwhile, H. Bonner gives the formulation of social interaction

is a relationship between two or more human individuals when the behavior of one individual affects, changes, or improves the behavior of another individual, or vice versa (Santosa, 2009: 11).

2.3 SOCIAL INTERACTION

Social interaction will not be possible if it does not meet two conditions, namely the existence of social contact, and the existence of communication. According to Soekanto (1997) there are four patterns of social interaction, namely cooperation, competition, conflict, and accommodation. According to Gillin & Gillin (in Soekanto 1997) there are two kinds of social processes that arise as impact of social interaction, namely the associative process and dissociative process. The associative process consists of accommodation, assimilation and acculturation, while the dissociative process involved with the recognition of the above definition of social interaction, the aspects of social interaction are as follows:

The existence of relationships, each interaction certainly occurs because of the relationship between individuals and individuals as well as between individuals and groups.

The existence of individuals, every social interaction requires the appearance of individuals who carry out the relationship.

The existence of a goal, every social interaction has a specific purpose such as affecting other individuals.

The existence of relationships with the structure and function of groups, social interactions that exist relation to the structure and function of this group occurs because the individuals in his life are not separated from the group. In addition, each individual has a function within his group (Santosa, 2009: 11).lves competition and controversy or conflict which includes controversy and conflict (Dayakisni, 2009: 105).

2.3.1 ASPECT OF SOCIAL INTERACTION

With the recognition of the above definition of social interaction, the aspects of social interaction are as follows:

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The existence of relationships with the structure and function of groups, social interactions that exist relate to the structure and function of this group occurs because the people in their life are not separated from the group. In addition, each individual has a function within his group (Santosa, 2009: 11).

2.3.2 INFLUENTIAL FACTORS IN SOCIAL INTERACTION

In addition to the aspects, in social interactions there are factors that influence the social interaction, which determines the success / absence of social interaction. Factors in the intention are:

The nature of the social situation, however, gives the form of behavior towards the individual in the situation.

The norms prevailing in any given social group, the power of group norms is very influential on the occurrence of social interaction between individuals.

Their own personality trends, each individual has a personality purpose so as to affect his behavior.

A person's transitory tendencies, each individual interacting in accordance with their temporary position and condition.

The process of perceiving and interpreting a situation, every situation has meaning for every individual so that it affects the individual to see and interpret the situation (Santosa, 2009: 12).

2.4 COMMUNITY

A community is a group of people who come together or live together to achieve certain purpose, and they share meaning and attitude. Without communication there will be no community. Communities depend on shared experiences and emotions, and communication plays and explains togetherness. Therefore, the community also shares forms of communication related to art, religion, and language, and each of these forms conveys and conveys ideas, attitudes, perspectives, views deeply rooted in the community's history (Mulyana, 2007: 46). According to McMillian and Chavis (in Rafiqi, 2014: 30) also explains the benefits of joining certain groups, including:

Membership, by being part of a particular group, can build the pride of group.

Influence, as example someone who has joined a particular community will be able to influence other community members.

Integration and fulfillment of need, for example a community member feels appreciated by other members if they can participate in the community.

Shared emotional connections, the mutual trust between community members to share stories, experiences.

So it can be understood that the community is a group of people who gathered together with the same interests and interests, such as the community Hijabers Bandung, they gathered because it has the same interests and interests of the desire to socialize hijab and style of Islamic dress is fashionable but still syar'i in Bandung.

2.5 BRAND EQUITY

According to David Aaker in Tjiptono (2011: 96) states that Brand equity is a series of brand assets and liabilities associated with a brand, its name and symbol, which add or subtract the value of a product or service to the company.

In addition, according to Kotler & Keller in his 14th edition Marketing Management (2012: 243) defines brand equity as an added value given to a product or service and can affect consumers' thoughts, feelings and actions towards a brand.

A brand has a positive brand equity in the eyes of its customers when they respond favorably to a product or service marketed by identifying the brand and vice versa, a brand has a negative brand equity if customers respond poorly to marketing activities for a brand (Kotler & Keller, 2012: 244).

According to Aaker in Tjiptono (2011: 97) there are four dimensions in brand equity, namely:

1. Brand Awareness, namely the ability of consumers to recognize or remember that a brand is a member of a particular product category.
2. Brand association is everything that is related to the memory of a brand. As a series of brand associations that have a certain level of strength and will be stronger along with the increase of specific brands.
3. Perceived quality is the consumer's assessment of the superiority or inferiority of the product as a whole. Therefore, perceived quality is based on a subjective evaluation of the consumer on product quality.
4. Brand loyalty is the level of how loyal consumers to a brand. Reflects the level of consumer loyalty to a product. Consumers will be loyal to a brand if the product can provide satisfaction.

2.5.1 BRAND AWARENESS

Brand awareness is the ability of a potential buyer to recognize, recall a brand as part of a particular product category (Durianto, 2004: 55). Brand awareness is one of the key roles in brand equity. If consumer awareness of a brand is high it will affect their perceptions and behavior towards the brand and it will affect the high brand equity or brand equity (Durianto, 2004: 6).

In addition, according to David A. Aaker in Durianto (2004: 55), he divided brand awareness into four levels, namely:

1. Unaware of Brand (brand awareness) is the lowest level of brand awareness in the pyramid. At this level consumers are not aware at all about a brand.
2. Brand Recognition (brand recognition) is the second level from below in the pyramid of brand awareness. At this level consumers can be aware of a brand using aid or stimulus (aided recall).
3. Brand Recall is a level of brand awareness in which consumers can recognize a brand after an unaided recall.
4. Top of Mind (peak thought) is the highest level of brand awareness in the pyramid where the consumer first mentions a brand that appears in their minds.

2.5.2 BRAND ASSOCIATION

David A. Aker in Tjiptono (2011: 98) brand associations' are all things that are related to the memory of a particular brand both rationally and emotionally. The more experience or exposure a brand receives by the consumer will be directly proportional to the strength of the brand association.

According Durianto (2004: 70-71), brand can be associated with the following things:

1. Product / service attributes: Associated with the attributes or characteristics of a product or service.

2. Intangible attributes: Consists of an intangible factor that exhibits a series of objective attributes such as technological advances or value impression.
3. Benefits for customers: Consists of the rational and psychological benefits of a brand both products and services.
4. Relative price: The association of the price level of a product or service.
5. Usage: Association associated with a particular use or application on a brand.
6. Customer: Associations are related to users of a brand.
7. Artist: Association associated with artist who has close relationship with the brand.
8. Lifestyle: Association based on lifestyle of majority of its customers.
9. Class of products / services: Associations by class of products or services.
10. Competitors: Associate brands by knowing the differentiation of products / services.
11. Geographical region: Associations by country that have close relationships with products, materials and abilities.

2.5.3 PERCEIVED QUALITY

Perceived Quality is a subjective assessment and evaluation of the customer regarding the quality and superiority of a product or service as a whole (Tjiptono, 2011: 97).

In Durianto (2004: 100), there are five perceived quality dimensions in the service context according to Garvin:

1. Physical Form: Consumer perceptions related to facilities, equipment, and employee appearance that reflect the quality of a service provider's brand.
2. Competence: Consumer perceptions related to the knowledge, skills, beliefs and confidence that employees of a service provider's brand have.
3. Reliability: Consumer perceptions related to accurate and convincing service from employees of a service provider's brand.
4. Responsibility: Consumer perceptions related to good service of employees of a service provider's brand.
5. Empathy: Consumer perceptions related to the concern and attention of employees on each customer

2.5.4 BRAND LOYALTY

Durianto (2004: 126) reveals brand loyalty is a measure that shows the extent to which the relationship between consumers with a particular brand that affects the possibility of consumers will switch or not to brand other products or services. If a brand has a high brand loyalty in its customers it will minimize the possibility for them to switch to other brand products or services and will usually also result in sustainable purchases.

Durianto (2004: 128) revealed that there are five levels in brand loyalty are:

1. Switcher: At the most basic level of brand loyalty customers easily move from one brand to another, in other words they are not loyal to the brand and do not affect the purchase decision.
2. Habitual Buyer: At this level the customer does not feel discontent but they decide to use a product or service for the reason of their habits so far. So the possibility to switch to other brands is still very possible.
3. Satisfied Buyer: At this level the customer is satisfied if they use a brand but the possibility to switch to another brand still exists.
4. Likes The Brand: At this level the customer is very fond of a brand and the possibility to switch to another small brand.
5. Committed Buyer: At this level, customers have a high degree of loyalty or loyalty to a brand so they voluntarily recommend and promote the brand to others. This is very profitable for the brand company because it will reduce marketing costs and generate new customers.

3. METHODOLOGY

In this research paradigm used by researcher is constructivist paradigm. In constructivism individuals try to understand the world in which they live and work. They develop subjective meanings of their experiences, meanings directed to certain objects or objects (Creswell, 2014: 32). The theory of constructivism states that the individual engages in interpretation and acts according to the various concepts in mind. According to this theory, reality does not show itself in a rough form, but must be filtered first through how people see things. Constructivism theory prefers its observations on individual differences through the complexity of its personal construction as well as the strategies used in communicating (Morisan, 2013: 107-108).

Constructivist researchers study the diverse realities constructed by individuals and the implications of such constructs for their lives with others. In constructivist, each individual has a unique experience. Thus, research with such a strategy suggests that every individual's way of looking at the world is valid, and there needs to be a sense of appreciation for that view.

In this study the authors use constructivist paradigm, because the writer wanted to know the role of Bandung hijabers community in building the strength of Muslim fashion brand Zoya.

4. RESULTS AND DISCUSSION

Based on the data obtained from interviews with the head and public relations division of Hijabers Community as informants and observations through activities conducted Hijabers Community Bandung, the author will describe the results of research on the role of Bandung hijabers community in building the strength of Zoya Muslim fashion brand in Bandung.

In the event held by Hijabers Community, every member of the community has a stylish dress style that is diverse, stylish but still syar'i without forgetting also the comfort factor and personality of each diverse individual. Regardless of the diversity, Zoya includes a Muslim clothing brand that is often used and emerged as a sponsor in the activities of Hijabers Community. In line with the aim to increase brand awareness that is presented through the brand element that represents the name, logo that attaches to clothing products and hijab used, and brand character. Brand characters that appear in the minds of

the informants are stylish, youthful, comfortable to use and keep the Islamic precedence in every model with an affordable price. Along with that directly or indirectly, whether consciously or unconsciously, the presence of Zoya's brand in the Hijabers community builds a positive image and involves many people who have a similar impression and feel a sense of comfort when using the clothing brand. This process helps to develop engagement in the social interactions between members, as well as the social interaction between the customer and the brand itself.

At the brand association level, most members of the community associate the Zoya brand with the middle class, judging from the fairly affordable price and the much-awaited model for the younger segment who also prioritizes attractive models and vibrant colors. They also often associate through public figures they know using a shirt or hijab that can be found on the counter Zoya. This further reinforces the role of the community as a developer of involvement in social interaction both conventionally and through social media.

The well-established brand association, leads the formation of a brand image that is maintained positively in the eyes of customers through the impression and experience they feel when visiting Zoya's outlet to either buy or just look at the current trend model. The friendliness of the outlet officers, the willingness to provide information, giving free hijab tutorials and the ease of transactions into values in perceived quality. This highly subjective assessment of Perceived Quality shows, although not all informants give the same opinion, but generally show a positive image in the consumer perception with additional info of certain Zoya outlets favored by an accessible and wider location and willingness products that are more updated and diverse. A similar experience when dealing with brands brings more social relationships between members and fosters equality and similar image. This shows the role of the community has a great influence in building brand strength, especially at the subjective rating level of each member.

On the other side, the experience associated with the Zoya brand that is generally excavated from members of the Hijabers community still requires time to become a strong brand loyalty. Based on the results of interviews and observations, community members still provide great opportunities for other Muslim brands because so many brands that enter in the same market segmentation with Zoya. In general, community members mention some other brands that they consider attractive and have similar brand characteristics. So that in this stage still allows members of the community to move on other brands as long as they feel the same experience with the brand Zoya. Some members of the community see that the use of Zoya products is more due to buying habits in an easily accessible place, one stop shopping, a shopping mall that can be a place to hang out with friends, meeting and lunch or dine together, so it feels more comfortable. When the same experience can also be found in other brands, they are likely to easily switch to other brands. Customer satisfaction in this case is the community members of the brand Zoya does not mean the level of loyalty to the brand is very strong because there are other factors that make customers use other brands, such as variations of existing models, competitors who also offer various models and colors and friendly service as well as the competence of employees of higher outlets. Based on this information, the role of community members as a confirmation of the essence of the brand itself needs to be built so that they have a very significant reason continuing to increase the power of Zoya's own brand. Brand Zoya needs to make sure that the Brand messages they communicate through the community remain relevant to be strong and well received by members.

Based on the analysis obtained, it can be understood that the role of community in building brand equity is formed as follows:

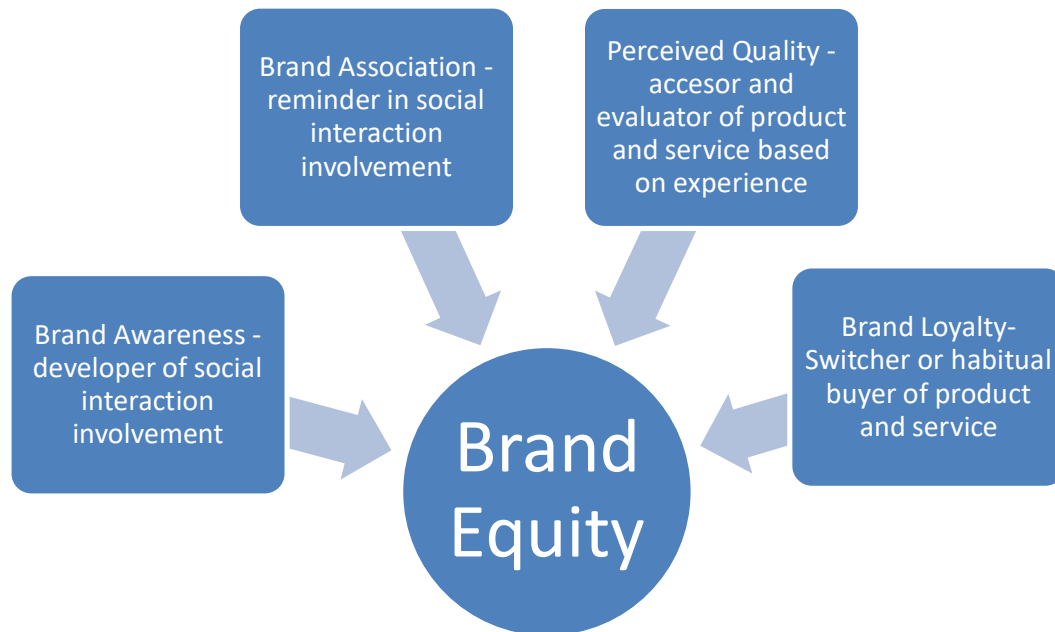


Figure 1: The Role of Community in building brand equity

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

The conclusions that can be drawn from the research about the role of Hijabers Community in building the strength of brand muslim Zoya as follows:

At the brand awareness stage the role of community members is as a participant of the process of developing engagement in social interaction. While at the level of brand association the community play the role as a reminder in social interaction involvement among the members. At perceived quality stage, the role is increasingly becoming an accessor or evaluator of product and service based on their experience whereas if they have good assessment about the product so that the role become adhesive between members and with Brand Zoya itself. At the level of brand loyalty that has just reached the level of Satisfied Buyer, the role of the community is increasingly influential because the community can be switcher or habitual buyer which is the essence of the brand Zoya itself.

5.2 RECOMMENDATIONS

Based on the research and observation, Management needs to give the community part not only as a medium to build the brand but also continue the research by making community as a part of marketing communication itself. The community should have play deeper into the involvement of Zoya's brand management in building brand strength to move in the right direction, still innovating and relevant to the brand's own character through the value, brand essence and brand equity of Zoya.

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